

REMARKS

Claims 1-10 and 13-22 are pending in this application. Claims 1, 10 and 17 are amended herein and claims 11-12 are canceled herein. Applicant respectfully requests reconsideration of the claims in view of the following remarks.

Claims 1-8, 10 and 17-22 have been rejected under 35 U.S.C. § 102(b) as being anticipated by International Patent Publication No. WO 01/06735 A2 issued to Chan Hyoung Rhee (hereinafter "Rhee"). Applicant respectfully traverses this rejection.

Claim 1, as amended, specifically recites "determining a custom ringback feature associated with either the first party or the second party, wherein information relating to the custom ringback feature is provided in a standard parameter that includes a number of elements, the elements including a plurality of elements defined by a industry standard and used to control operations of the telecommunications network." Applicant respectfully submits that the references of record do not teach or suggest the limitations of claim 1. In particular, Rhee does not teach or suggest providing information relating to a custom ringback feature as defined in claim 1. Therefore, it is respectfully submitted that claim 1 is allowable over the references of record.

Claims 2-9 depend from claim 1 and add further limitations. It is respectfully submitted that these dependent claims are allowable by reason of depending from an allowable claim as well as for adding new limitations.

Originally filed claim 12 has been rewritten in independent form by amending claim 10 to include the limitations of claims 11 and 12. It is respectfully submitted that the references of record do not teach or suggest the limitations of this claim. In particular, claim 10 now recites "receiving ringback routing information from the service control point wherein the ringback

routing information comprises a CONNECT message and wherein the ringback routing information is embedded in a generic parameter."

Claim 12 was rejected under 35 U.S.C. § 103 as being unpatentable over Rhee in view of U.S. Patent No. 5,926,537 ("Birze"). In particular, the Office Action pointed to col. 3, line 66 to col. 4, line 6 to show that receiving ringback routing information can comprise receiving a CONNECT message. Claim 12, however, requires receiving ringback routing information *from a service control point*. Birze never teaches or suggests a system that includes a service control point and therefore cannot be used to show that such a communication would be obvious using a CONNECT message.

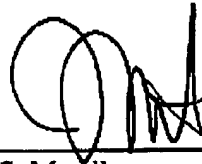
Therefore, it is respectfully submitted that claim 10 is allowable over the references of record.

Claims 13-16 depend from claim 10 and add further limitations. It is respectfully submitted that these dependent claims are allowable by reason of depending from an allowable claim as well as for adding new limitations.

Claim 17, as amended, specifically recites "the service control point is configured to communication with the at least one switch using a plurality of industry standard responses, at least one of the responses including a parameter with a plurality of elements, the parameter being transmitted from the service control point to the at least one switch to indicate where to route the telephone call, wherein one of the elements of the parameter provides the information related to the custom ringback service." It is respectfully submitted that the references of record do not teach or suggest the limitations of claim 17.

Applicant has made a diligent effort to place the claims in condition for allowance. However, should there remain unresolved issues that require adverse action, it is respectfully requested that the Examiner telephone Ira S. Matsil, Applicant's attorney, at 972-732-1001 so that such issues may be resolved as expeditiously as possible. In the event that the enclosed fees are insufficient, please charge any additional fees required to keep this application pending, or credit any overpayment, to Deposit Account No. 50-1065.

Respectfully submitted,



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Date

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